

ORDER



WAVY

Orders
Order / Rev: 218193
Alt Order #:
Product Desc: 10/29-11/6 KAINE FOR SENATE 2012
Estimate: 12946
Flight Dates: 10/29/12 - 11/06/12
Original Date / Rev: 10/29/12 / 10/29/12
Order Type: REG

Primary AE: WAVY National House
Sales Office: N-HOU
Sales Region: Nat

Agency
Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 11350 Random Hills Road
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Kaine for Senate 2012 (D)
Demographic: A25-54
Product Codes: PL5
Priority: P2
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN2114/IN2116/SP1753/AU1239/AL18/

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	44	\$26,250.00	\$22,312.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	44	\$26,250.00	\$22,312.50	0.00
Totals	44	\$26,250.00	\$22,312.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WAVY National House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WAVY	10/30/12	11/06/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a	MTWTF--	:30	4	\$700.00	P2	0.00	NM	6	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--		4				\$700.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		2				\$700.00		0.00			
N 2	WAVY	10/30/12	11/02/12	Today Show M-F Today Show M-F	CM	7a-9a	- 2222--	:30	8	\$700.00	P2	0.00	NM	8	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 2222--		8				\$700.00		0.00			
N 3	WAVY	11/05/12	11/06/12	Today Show M-F Today Show M-F	CM	7a-9a	22-----	:30	4	\$700.00	P2	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	22-----		4				\$700.00		0.00			
N 4	WAVY	11/02/12	11/02/12	Today Show 2 Today Show 2	CM	9a-10a	----F--	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$300.00		0.00			
N 5	WAVY	11/05/12	11/05/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	M-----	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$125.00		0.00			
N 6	WAVY	10/31/12	11/02/12	M-F 3-4p Maury Povich	CM	3p-4p	--1-1--	:30	2	\$125.00	P3	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 218193
 Alt Order #:
 Flight Dates: 10/29/12 - 11/06/12

Advertiser: POL/Kaine for Senate 2012 (D)
 Product Desc: 10/29-11/6 KAINE FOR SENATE 2012
 Estimate: 12946
WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WAVY	10/31/12	11/02/12	M-F 3-4p Maury Povich	CM	3p-4p	-- 1- 1--	:30	2	\$125.00	P3	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-- 1- 1--		2				\$125.00		0.00			
N 7	WAVY	11/05/12	11/05/12	M-F 3-4p Maury Povich	CM	3p-4p	1- - - - -	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	1- - - - -		1				\$125.00		0.00			
N 8	WAVY	10/30/12	10/31/12	M-F 4-5p M-F 4-5p	CM	4p-5p	- 11- - - -	:30	2	\$175.00	P3	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- 11- - - -		2				\$175.00		0.00			
N 9	WAVY	10/30/12	11/02/12	WAVY News 10 @5p News 10 @5p	CM	5p-530p	- 1- 11- -	:30	3	\$700.00	P2	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- 1- 11- -		3				\$700.00		0.00			
N 10	WAVY	10/30/12	11/02/12	WAVY News 10 @530p News 10 @530p	CM	530p-6p	- 1111- -	:30	4	\$700.00	P2	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- 1111- -		4				\$700.00		0.00			
N 11	WAVY	11/05/12	11/05/12	WAVY News 10 @530p News 10 @530p	CM	530p-6p	M- - - - -	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M- - - - -		1				\$700.00		0.00			
N 12	WAVY	10/30/12	10/31/12	M-F 7-730p M-F 7-730p	CM	7-730p	- TW- - - -	:30	2	\$600.00	P2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TW- - - -		2				\$600.00		0.00			
N 13	WAVY	11/05/12	11/05/12	M-F 7-730p M-F 7-730p	CM	7-730p	M- - - - -	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M- - - - -		1				\$600.00		0.00			
N 14	WAVY	10/30/12	11/01/12	M-F 730-8p M-F 730-8p	CM	730-8p	- 1- 1- - -	:30	2	\$600.00	P2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- 1- 1- - -		2				\$600.00		0.00			
N 15	WAVY	11/05/12	11/05/12	M-F 730-8p M-F 730-8p	CM	730-8p	M- - - - -	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M- - - - -		1				\$600.00		0.00			
N 16	WAVY	11/05/12	11/05/12	Mon Hour 3 Monday 10-11p	CM	10p-11p	M- - - - -	:30	1	\$1,100.00	P2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M- - - - -		1				\$1,100.00		0.00			
N 17	WAVY	11/03/12	11/03/12	LN Sa WAVY News 10 @11 Sat	CM	11p-1130p	- - - - - S-	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - - S-		1				\$800.00		0.00			
N 18	WAVY	11/04/12	11/04/12	Sun News 11p (Football) Sun News 11p -- Late	CM	1130-12a	- - - - - S	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - - S		1				\$800.00		0.00			
N 19	WAVY	11/01/12	11/02/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	- - - 11- -	:30	2	\$300.00	P2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - 11- -		2				\$300.00		0.00			
													Totals	44	\$26,250.00